Workforce Planning

Sample Communication Plan

SAMPLE COMMUNICATION PLAN

A. **Major Objectives:** Inform stakeholders about the purpose and objectives of workforce planning in general and about the specific contents of the organization's workforce plan.

B. **Key Audiences:** Employees, HR professionals, supervisors, senior management, and union officials.

C. **Key Messages:**

> ➢ Workforce planning involves assessing future human resource needs and determining the skills we will need in the future and those occupations that may be "at risk" of surplus in the future.
> ➢ Workforce planning is driven by strategic objectives.
> ➢ The workforce planning process is flexible. As conditions impact our objectives and human resource needs change, the workforce plan will be changed accordingly.

D. **Plan Outline** (steps are shown in sequence below):
> ➢ **Planning Team:** Begin workforce planning process in conjunction with strategic planning process.
> ➢ **Labor Relations Specialist:** Supply information to the unions about the planned process and its expected results (plan content).
> ➢ **Planning Team:** Cascade information to supervisors about the planning process including methodology, planning cycle, and expected results (plan content).
> ➢ **Supervisors:** Use the information to discuss the planning process with employees.
> ➢ **Planning Team:** Brief Human Resource Management specialists and supervisors on numbers and skill requirements of plan with particular regard to "at risk" occupations.
> ➢ **Labor Relations Specialist:** Brief unions on numbers and skill requirements of plan, with particular regard to "at risk" occupations.
> ➢ **Human Resource Specialist:** Provide employees in "at risk" occupations (individually or in small groups) information about projected gaps and surpluses in plan.
> ➢ **Planning Team:** Release plan information to general employee population. Include numbers and skills as well as information on human resource action plans included in workforce plan.